

THE **13**TH-ANNUAL **LOS ANGELES**
ARCHIVES ● **BAZAAR**

OCTOBER 20, 2018

#archivesbazaar

GOLDEN BRAND



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LA MESA PACKING CO.

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L.A. AS SUBJECT

● laassubject.org

USC Libraries

L.A. AS SUBJECT

Presented by L.A. AS SUBJECT, the Archives Bazaar offers a wealth of resources for exploring the stories of Los Angeles. L.A. AS SUBJECT—an association of archives and collections hosted by the USC Libraries—is dedicated to documenting the rich history of the Los Angeles region and to improving the visibility, access, and preservation of archives.

KCET

LOST LA

One of the most visible initiatives promoting the archival collections of the LA as Subject consortium is the Emmy Award-winning TV show *Lost L.A.*, a coproduction of KCET and the USC Libraries. Now in its third season, and airing on Tuesday nights, *Lost L.A.* is expanding its geographic and thematic scope with more exciting programming focusing on Venice, Yosemite, ghost towns, the desert, and the fantasy of California. Two of the panels at the Bazaar this year feature some of the collectors seen in *Lost L.A.* along with the writers, researchers, and producers working behind the scenes on the show. In addition, don't miss the special advance screening of the new episode "Beach Culture" at 3:00 p.m.!

www.kcet.org/shows/lost-la

laasubject.org

[#archivesbazaar](https://twitter.com/archivesbazaar)



● FRIENDS LECTURE HALL (Room 240)

9:15–10:45 a.m.

RESEARCHING L.A. 101

Have you ever wondered how to get started with your research on Los Angeles—or with research in general? This presentation, by **LISA CRANE** and **SARA CHETNEY** of the Claremont Colleges, will give you a detailed overview of how and where to start, including basic research tips useful for anyone working with primary and secondary source material. Topics will include researching from home, visiting archives, the ins and outs of reading rooms, and more.

11:00 a.m.–12:10 p.m.

LOST L.A.: ARCHIVING THE CALIFORNIA DREAM

Currently airing Tuesdays at 8:30 p.m. on KCET, Season 3 of *Lost L.A.* explores the untold history behind the fantasy of California. Join a panel of archivists and researchers as they discuss how rare archival artifacts unlock access to hidden dimensions of the Golden State's past. CSUN history professor **JESSICA KIM** moderates a panel that includes **JESSICA BITTER** of the Yosemite National Park Archives, **BARRY HAUN** of the Surfing Heritage and Culture Center, **JEFF PIRTLE** of NBCUniversal, **MARC WANAMAKER** of the Bison Archives, and retired Joshua Tree National Park ranger **JOE ZARKI**.

12:10–1:00 p.m.

LUNCH BREAK

Refreshment options include:

- LiteraTea (in the Doheny Library courtyard)
- Tutor Campus Center
- USC Village
- restaurants along Figueroa Street



● FRIENDS LECTURE HALL (Room 240)**1:00–1:50 p.m.****TEACHING CALIFORNIA**

Adopted by the State Board of Education in July 2016, California's new *History-Social Science Framework* outlines an instructional approach for K-12 that gives students a better understanding of California's history, improves literacy, and empowers civic learning and engagement. *Teaching California*, a new initiative from the California Historical Society and California History-Social Project, will offer free and expansive *Framework*-aligned instructional materials, including curated primary source material from California's rich repositories. **FRANCES KAPLAN**—a Reference Librarian at the California Historical Society and part of the core team working on the *Teaching California* project—will walk through the origins of the new *Framework* and *Teaching California*, and share archival materials from the ongoing content development process. Attendees will learn how selected archival materials from recently processed collections related to the city and county of Los Angeles will form the basis of a new classroom-ready curriculum.

2:00–2:50 p.m.**CURATING CALIFORNIA DIGITALLY FOR AN ENGAGED PUBLIC**

A group of leading writers, editors, and curators will discuss their efforts to gather the range of California stories (and *the* California story) amid changes in communication technologies. Of consideration will be differences in critically curating stories in journalistic, textbook, and peer-review formats, as well as options for collaborative exhibition efforts in digital and traditional arrangements with an engaged public as the primary audience. Various challenges and opportunities (local, regional, and statewide) will receive attention from considering the stories as such—finding them, writing them, preserving them in print, digitally, online, and institutionally—as well as other practical matters of public engagement, including aesthetics, funding, and access. **JASON SEXTON** (*Boom California*; California State University) moderates a panel with **GUSTAVO ARELLANO** (*LA Times*, *LA Taco*), **GIAO LUONG BAKER** (USC Digital Library), **LYNELL GEORGE** (KCET-Artbound, Angel City Press), **ANTHEA HARTIG** (California Historical Society), and **JULIE MAKINEN** (*The Desert Sun*).



● FRIENDS LECTURE HALL (Room 240)

3:00–5:00 p.m.

LOST L.A.: PREVIEW SCREENING OF “BEACH CULTURE” FOLLOWED BY A SEASON 3 BEHIND THE SCENES Q&A

One of Southern California’s great international exports has been its beach culture. Discover the untold history of how surfers, bodybuilders, and acrobats taught Californians how to have fun and stay young at the beach—and how the 1966 documentary *The Endless Summer* shared the distinctively L.A. idea of the beach with the rest of the world—with this exclusive preview screening of *Lost L.A.*’s “Beach Culture” episode. Following the screening, go behind the scenes of the making of the Emmy Award-winning public television series *Lost L.A.*—a coproduction of KCET and the USC Libraries—with host Nathan Masters and the show’s production team. Explore how filmmakers work with archivists and rare, primary sources to tell essential stories of Southern California. Los Angeles-based journalist **JULIA WICK**, formerly editor-in-chief of LAist and currently editorial director of Time’s Up, moderates a panel that includes executive producer **MATTHEW CROTTY**, host and executive producer **NATHAN MASTERS**, associate producer **KATIE NOONAN**, coproducer **STEVEN REICH**, and producer/director **THOMAS RIGLER**.

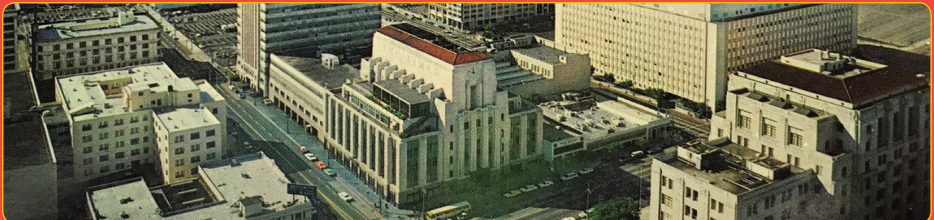


● ACADEMY FOR POLYMATHIC STUDY (Room 241)**1:00–1:50 p.m.****ALL THE SAINTS PLUS TEN**

In early 2000, local artist-author J. MICHAEL WALKER noticed in his copy of the now-defunct *Thomas Guide* that Los Angeles—a city named for a saint, Our Lady of the Angels—has dozens of streets bearing the names of saints. Thus began an eight-year project, a sort of poetic road trip, researching all 103 of our city's saint-streets, to locate where and how they intersect with the tales of saints. Walker frequently found that these points of convergence spoke to aspects of our multicultural heritage, illuminating our past. His work culminated in a 2008 solo show at the Autry Museum and an award-winning book, *All the Saints of the City of the Angels: Seeking the Soul of LA on Its Streets* (Heyday, 2008). Now, ten years later, Walker revisits his project to discover that many of its themes—homelessness, racism, border issues, and violence against women—remain as current as today's headlines.

2:00–2:50 p.m.**TALES FROM THE AMERICAN HOTEL**

From its earliest days as a hotel for Black Americans, to its takeover by bohemian artists in the 1980s, to its rebirth as a boutique hotel in the twenty-first century, the four-story American Hotel on the corner of Hewitt Street and Traction Avenue in downtown Los Angeles has born witness to the city's ongoing evolution. *Tales of the American*, a new documentary streaming on Amazon Prime, dives into the building's history, beginning in 1905. Through interviews, photos, and archival footage, the film weaves a colorful tapestry of events, memories, and characters that have played central roles in the life of the structure. Filmmakers STEPHEN SEEMAYER and PAMELA WILSON present clips of the documentary and discuss the research behind the telling of this uniquely L.A. story.

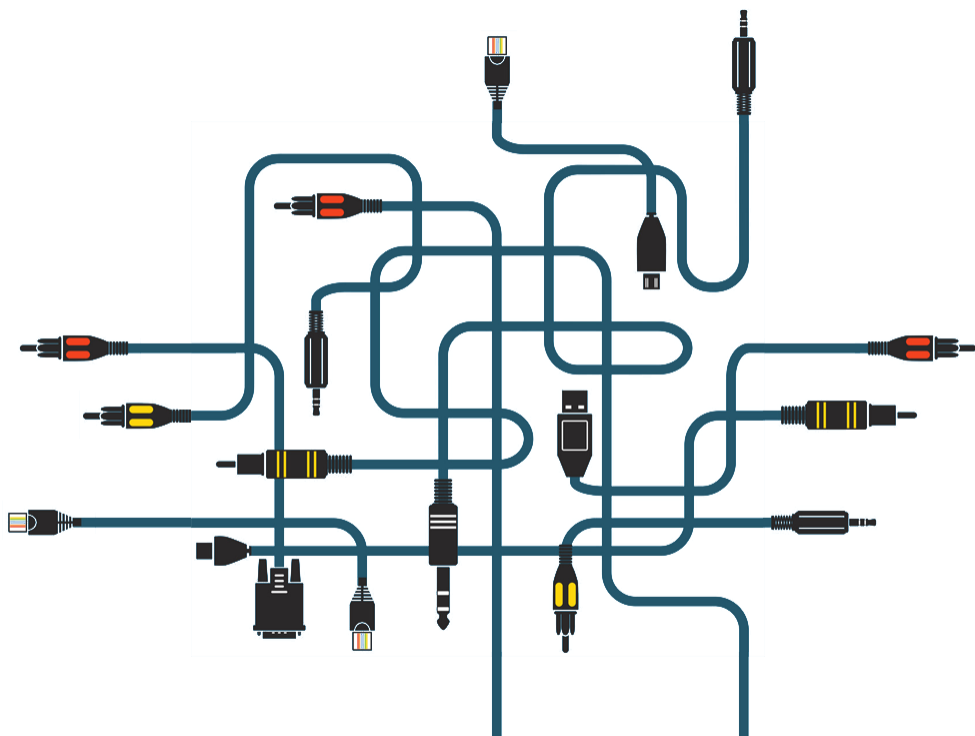


● INTELLECTUAL COMMONS (Room 233)

9:30–10:30 a.m.

FROM WAX TO WIRES: THE WACKY AND WONDERFUL WORLD OF A/V PRESERVATION

In this increasingly born-digital world, it is easy to forget a vast amount of data still resides on older formats that are more and more difficult to read as the mechanisms for playing them fall prey to age and obsolescence. **DAWN AVELINE**, head of preservation at the UCLA Library, will discuss tactics and pitfalls of working with rare audiovisual materials—such as wax cylinders and wire recordings—as well as more common cassette formats. This presentation is sponsored by the Los Angeles Preservation Network (LAPNet).



FRONT COVER

La Mesa Packing Company's Golden Brand orange crate label, early 20th century.

BACK COVER

Julius Shulman, Kaufmann House, Palm Springs, 1947. Courtesy: Getty Research Institute.

INTERIOR

Lost L.A. production still, 2018. Courtesy: KCET.

● EXHIBITORS 2018

ADSAUSAGE ARCHIVES

ANGEL CITY PRESS

ANGELUS MATCHCOVER CLUB

ART DECO SOCIETY OF LOS ANGELES

ARTCENTER COLLEGE OF DESIGN

AYN RAND ARCHIVES

CALIFORNIA AFRICAN AMERICAN MUSEUM AND RESEARCH LIBRARY

CALIFORNIA HISTORICAL SOCIETY

CALIFORNIA HUMANITIES

CALIFORNIA RARE BOOK SCHOOL

CAL POLY POMONA, SPECIAL COLLECTIONS AND ARCHIVES

CSU DOMINGUEZ HILLS, ARCHIVES AND SPECIAL COLLECTIONS

CSU LOS ANGELES, SPECIAL COLLECTIONS AND ARCHIVES

CSU NORTHRIDGE, SPECIAL COLLECTIONS AND ARCHIVES

CENTER FOR THE STUDY OF POLITICAL GRAPHICS

CHINESE AMERICAN MUSEUM

CHINESE HISTORICAL SOCIETY OF SOUTHERN CALIFORNIA

CLAREMONT COLLEGES, SPECIAL COLLECTIONS

CULVER CITY HISTORICAL SOCIETY

DOMINGUEZ RANCHO ADOBE MUSEUM

EAGLE ROCK VALLEY HISTORICAL SOCIETY

GENEALOGICAL SOCIETY OF HISPANIC AMERICA, SOUTHERN CALIFORNIA

GETTY RESEARCH INSTITUTE

GLENDALE LIBRARY, ARTS & CULTURE

GLENDORA HISTORICAL SOCIETY

HAWTHORNE HISTORICAL SOCIETY

● EXHIBITORS 2018

HIGHLAND PARK HERITAGE TRUST
HISTORICAL SOCIETY OF LONG BEACH
HISTORICAL SOCIETY OF SOUTHERN CALIFORNIA
HOLLYWOOD HERITAGE
INTERNET ARCHIVE
JEFFREY STANTON
THE LANTERMAN HOUSE
LA84 FOUNDATION SPORTS LIBRARY
LAUREN BON AND THE METABOLIC STUDIO
LITTLE TOKYO HISTORICAL SOCIETY
LONG BEACH HERITAGE MUSEUM
LOS ANGELES COUNTY LIBRARY RESOURCE CENTERS
LOS ANGELES COUNTY METROPOLITAN TRANSPORTATION AUTHORITY
LOS ANGELES ALMANAC
LOS ANGELES CITY ARCHIVES
LOS ANGELES CITY HISTORICAL SOCIETY
LOS ANGELES COUNTY MUSEUM OF ART, BALCH ART RESEARCH LIBRARY
LOS ANGELES HIGH SCHOOL ALUMNI ASSOCIATION
LOS ANGELES MARITIME MUSEUM
LOS ANGELES UNION STATION HISTORICAL SOCIETY
LOYOLA MARYMOUNT UNIVERSITY, ARCHIVES AND SPECIAL COLLECTIONS
LUNA IMAGING
MARINA DEL REY HISTORICAL SOCIETY
THE MUSEUM OF THE SAN FERNANDO VALLEY
NATIONAL ARCHIVES AT THE RONALD REAGAN PRESIDENTIAL LIBRARY
OCCIDENTAL COLLEGE, SPECIAL COLLECTIONS AND COLLEGE ARCHIVES

EXHIBITORS 2018

OLD SPANISH TRAIL ASSOCIATION
PALOS VERDES LIBRARY DISTRICT, LOCAL HISTORY CENTER
PEPPERDINE UNIVERSITY, SPECIAL COLLECTIONS AND ARCHIVES
PETERSEN AUTOMOTIVE MUSEUM, LIBRARY AND RESEARCH CENTER
RANCHO LOS CERRITOS HISTORIC SITE
SAN FERNANDO VALLEY HISTORICAL SOCIETY
SAN PEDRO BAY HISTORICAL SOCIETY
SEAVER CENTER FOR WESTERN HISTORY RESEARCH
SHELLEY GAZIN PHOTO ARCHIVE
SHERMAN LIBRARY AND GARDENS
SOUTHERN CALIFORNIA GENEALOGICAL SOCIETY
SOUTHERN REGIONAL LIBRARY FACILITY, IMAGING SERVICES
UCI, SPECIAL COLLECTIONS AND ARCHIVES
UCLA, FILM & TELEVISION ARCHIVE
UCLA LIBRARY, SPECIAL COLLECTIONS
UCSB LIBRARY, SPECIAL RESEARCH COLLECTIONS
USC EAST ASIAN LIBRARY
USC DIGITAL LIBRARY
USC LIBRARIES, SPECIAL COLLECTIONS
VENICE HERITAGE FOUNDATION
VISUAL COMMUNICATIONS
WALLY G. SHIDLER HISTORICAL COLLECTION OF SO. CALIFORNIA EPHEMERA
THE WORKMAN AND TEMPLE FAMILY HOMESTEAD MUSEUM



LUNA IMAGING